

South East *Build Wisconsin* Regional Workshop Small Group Record

Small Group : 3 Yellow/3 Red

Facilitator: Stephanie Sievers

Top 10 responses to the question: “What can the State do to foster economic growth in your region?”

Priority response #1 (votes: 10) Image and marketing.

Priority response #2 (votes: 7) Adopt Federal regulation standards for state of Wisconsin.

Priority response #3 (votes: 4) Encourage metropolitan government and sharing resources.

Priority response #4 (votes: 2) Study impact on ED of organized vs. right to work or non-organized labor states.

Priority response #5 (votes: 2) K-12 upgrade pockets of lower achievement.

Priority response #6 (votes: 2) Quality vs. quantity of jobs created.

Priority response #7 (votes: 2) Federal funds for redeveloping Brownfields. For example, old industrial sites developed into new industrial sites.

Priority response #8 (votes: 2) Fund vendor gap market researched by region.

Priority response #9 (votes: 2) Increase funds to tech college system.

Priority response #10 (votes: 2) On-going communication for attraction and retention for corporate headquarters.

Priority response #11 (votes: 2) Seamless education throughout systems within state.

“Actions Necessary to Achieve our Ideas” Exercise

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

Priority Issue #1 Image and marketing.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*State participation in funding a branding campaign and include education business and other sources.

*Coordinate effort with other marketing organizations such as Spirit of Milwaukee or Forward Wisconsin.

*State should create, fund and implement its own marketing plan.

*State should consolidate and pool all marketing funds to leverage/buying power.

*A statewide brand is needed with a marketing campaign that can target specific populations, issues, etc.

*Conduct internal and external perception studies of Wisconsin.

*Hire a marketing firm to develop a marketing plan including identifying unique assets and marketing targets.

*Continually re-evaluate brand and approach to marketing Wisconsin.

*Market internally to residents of Wisconsin: tourism, amenities, schools, etc.

*Make sure adequate resources are allocated before implementation including targeting 2-3 areas/issues.

*Promote to different markets in different ways under the same brand: to students or alumni, or for segments such as tourism, brain drain or businesses.